

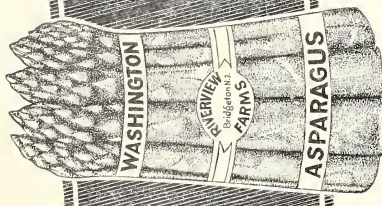
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RIVERVIEW FARMS, BRIDGETON, N. J.



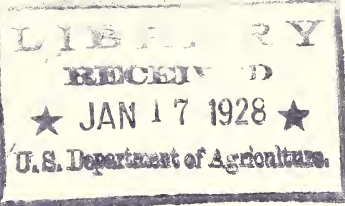
# Giant Washington Asparagus

4 stalks to the Pound

Still time to plant!

"The Bigger the Roots—  
The Better the Crop"

1½c PAID  
Permit No. 22  
Bridgeton, N. J.



U. M. Shoemaker,  
U.S. Dept. of Agriculture,  
Washington, D.C.





## THE SAME OLD STORY

Willow Run, Pa., April 30, 1927.

Joe Baracco,  
c-o Riverview Farms,  
Bridgeton, New Jersey

My Joe:

Watcha no bout that. De chick he croke and the cow he no give de milk and hog sicka da collar. Ever since I left it and kom to dis a countrie jus oue dam ting after anuther. I went to nite skool for to year and she say Tony you plenty wise fello. My head she swell up and almost bust.

I marry Marie and bot dis a farm. Everting back up. Kids they sick—Marie she tired and I got de pip.

You no Joe I bot sum fiua asparagus trees from a fello and he smooth like silk. He say Tony you get rich now. Scaramouche.

Those asparagus tree she look like penut roots when I get him. I plant him Joe and it cost plenty to plant them asparagus tree. The fello wot sold them say they was vera good. They ain't so dam good becuz they hav died. Maybe fello wot sold em die to who noes.

I get up erly and work till I getta sick. I monkey roun those asparagus tree every day and they no gro. They falla over and die. Sacramento.

Mister Boss the bank man he say Tony you got a note due. I say wot you mean note due. My asparagus tree no pay. The fertilizer man he make a yell and I look disgust. He cuss and I cuss. The bigga man at the cort house he say "Tony I get you." I say getta your sis. I got that hole farm in asparagus tree and she no gro. I no pay. I am bad sick Joe.

Wat for you tell me to com to dis a countrie Joe. I tell you Joe I am bust. I am disgust. I cry. 12 hours a day sometime plenty more I work in them asparagus tree—wot for. The little a Benito no hav enuf to eat—Marie she sick—everting on the bum. If I had that asparagus tree man hear—one big a cut in the neck, Joe.

Wot will I do Joe. No dinnero, no macaroni for he kids all count no good asparagus trees.

I plow up them asparagus tree but I no got ambish. I maka more mon wit de monk and de orgen.

Tony Farlazzo.

## THE SADDEST WORDS IN AGRICULTURE!

It strikes me that the saddest words in agriculture and particularly Asparagus Culture is "I have a badly missing field and a poor stand; what shall I do about it?"

Scarcely a day but that we hear from some grower who has got away to a bad start with Asparagus. Usually the only remedy and the only advice we can give is to **PLOW UP THE POOR STAND** and **COMMENCE ALL OVER AGAIN**.

Now, that is not so serious with a Garden Planting, involving perhaps 50 or 100 Roots, except for the wasted time and effort and the blasted hope of a fine asparagus bed.—But what about the farmer with a 5-acre or 10-acre planting? To him it may mean financial ruin, as 9 times out of 10 he has put all his cash reserve in his Asparagus bed, because he has heard that Asparagus is a profitable crop. Asparagus is a profitable crop, if the stand is good; if the variety is good and if it is properly cultivated and has received the proper amount of Plant Food. **Everything hinges, however, on the stand being good.** No man can derive any satisfaction or profit from a bed of asparagus that is badly missing.

This Brings Us to Our Story About Our Giant Roots:—

Giant Roots insure Asparagus Success! We have thousands of Satisfied Customers to prove this statement; we can give you names and addresses by the score. We have sold them by the carload and in lots as small as 25 Roots to a customer. **Positively and absolutely, never** have we received a letter from any customer who said **our prices were unreasonable or too high,—after he received his shipment of Giant Roots.** And, moreover, never, after a planting was made from our Giant Roots, have we received a letter saying our Giant Roots were anything but **THE FINEST AND LARGEST ROOTS** the customer had ever seen or planted, giving the utmost of satisfaction and profit. We are growing for **QUALITY** and improving each year—I assure you I do not intend that we shall have one dissatisfied customer.

**WHAT IS A GIANT ROOT?**—A Giant Root, according to our standard, is a One-Year-Old Root of our own variety, Giant Washington Asparagus, that is as large at one year of age as the average root is at 2 or 3 years of age. A Giant Root is the "pick of the litter", to use the vernacular of the Hog Fancier—in fact, an asparagus plant is very similar to a hog; you know the lowly pig can produce more pounds of meat per pound of feed, and do it more quickly than any other animal that serves mankind—but you have never heard of any Hog Fancier making any money out of runt pigs.

Now, according to our standard, a Giant Root must weigh 125 pounds per thousand and roots; must have a well-balanced crown and root system—not a plurality of small buds which mean a plurality of small stalks, but a few large and well-developed buds, which means, of course, larger stalks, more satisfaction and more profit.

**A PRIME ROOT**—Our Prime Root Selection will weigh 60 pounds per thousand roots and the roots are much larger and better than the average prime roots that are commonly sold. This size of root is often called a two-year-old size and, strange to relate, it will with good care sometimes out-produce the Giant Size Root for the first, and occasionally the second, year's cutting, but in subsequent years it will not equal the production of the Giant Roots—Our Prime Selection is an unusually good selection of Asparagus Roots.

**A CHOICE ROOT**—Our Choice Root Selection will weigh 30 pounds per thousand roots and will class with the average large one-year-old prime roots. It requires careful cultivation and, with the right kind of treatment, will give very satisfactory results.

**SMALL SIZE ROOTS**—Our Small Root Selection will weigh 20 pounds per thousand roots and will class with the average medium size one-year-old prime root. (It is not a "shoe-string" or a "cull" root by any means—such roots are not sold by us). This selection requires most careful cultivation and nursing along if satisfactory results are to be obtained; therefore we do not recommend our Small-Size Roots unless you have the time and inclination to "coddle" them.

**RIVERVIEW FARMS**

(Signed) Jos. C. Shoemaker, Owner

N. B. See Postscript on another page of this folder

## THE USUAL REPLY

Bridgeton, N. J., May 1st, 1927.

Tony Farlazzo,  
Willow Run, Pa.

Amiga Tony:

Yu sure one bigga fool Tony. Yur hed is poof lik da baloon. Yu say you get asparagus and he no gro. He no grow Tony becauz yu get da rong kind.

Yu want a kick in de pants Tony. Why for yu no say nothings to me bout aspargus. I wurk down hear on the Riverview Farms wher Mr. Shoemake gro plenty aspargus. Sum bigga farm Tony, 4 miles up and down da river. Wurk in aspargus all day, go back of da house and fish all nite. Dam fina man Mister Shoemake, cuss like brigand in lt. Yu say yu bust. I glad you go bust. Maybe yu get sum sense. Maybe yu by good a asparagus tree nex time.

Mister Shoemake he send asparagus tree to lot peoples Tony. Send him to lt and lotsa countries. Lot peoples send to Mister Shoemake Riverview Farm for aspargus tree. Same peoples keep sendin to Mr. Shoemake for em. Nobody go bust on Mister Shoemakes aspargus like yu do on them aspargus wot yu by. Yu wat they call sucker Tony. No cut neck of fello wot sold you bum aspargus—go cut yur own neck. Dumbell thats wot yu are Tony.

Yu gettem aspargus cheap other fello eh Tony. Mister Shoemake make yu pay plenty. Yu mak plenty dinero on Mister Shoemakes aspargus tree, they no die, they gro. Peoples wot by Mister Shoemakes aspargus, pay a dollar haf for a bunch. How much yu get buuch for wot you by from de other fello Tony. Yu get poke in de ueck. Yu go bust. Good. Yu tink yu wise fello Tony. Wise like a jackass.

Tony, rite away yu send to Mr. Shoemake, Riverview Farms and ask about Aspargus tree. Then don't be a fool like yu was and go by aspargus tree from that fello wot sold you bum a root.

You make out ahrite Tony if yu get ou job. Yu no have ambish. Maybe not but yu get lotta ambish wen you see wot kind of aspargus tree Mister Shoemake sells yu.

If you are bust Tony, I can let yu have a litle dinero to buy Mr. Shoemakes aspargus and yu can pay me back wen you get one a dollar half a bunch.

Joe Bararacco

## Giant Washington Asparagus Roots May Safely Be Planted as Late as July 1st

In our opinion, Plantings of our Freshly-Dug Giant Washington Asparagus may safely be made until May 20th, or later. After that date, if the distance to you is not too great (we will advise you if we think it is), we believe plantings can successfully be made as late as July 1st and, in the event any of the roots shipped you between May 20th and July 1st should fail to live on account of lateness of planting, *we will replace them free of charge*, either next Fall, 1927, or next Spring, 1928, as you may prefer. We will not prepay or refund any transportation charges on them, however.

**RIVERVIEW FARMS**

(Joseph C. Shoemaker)

**BRIDGETON, N. J., U. S. A.**



# RIVERVIEW FARMS

JOSEPH C. SHOEMAKER

BRIDGETON, N. J., U. S. A.,

## Giant Washington "Rust Resistant" Asparagus

### HOME GARDENERS' PRICE LIST

#### PARCELS POST SHIPMENTS (By Mail; Postpaid Anywhere)

##### SEED

(Extra Selected, State Tested—90 to 100% Germination)

SEED	RE-SELECTED SEED
Seed Packet.....\$ .25	\$ .50
¼ Pound......75	1.50
½ Pound.....1.25	2.50
1 Pound.....2.50	5.00

##### ONE YEAR OLD ROOTS (Crowns)

25 GIANT ROOTS	{ or 50 Prime Roots or 75 Choice Roots or 125 Small Roots	\$3.00
50 GIANT ROOTS	{ or 100 Prime Roots or 150 Choice Roots or 250 Small Roots	\$5.00

(See below for prices on larger quantities of seeds and roots)

(Root measurements given below are from centre of crown to end of root system)

#### EXPRESS SHIPMENTS (By Express, not prepaid)

##### ONE YEAR OLD ROOTS (Crowns)

GIANT SELECTION	PRIME SELECTION	CHOICE SELECTION
12"-24" and Up	8" to 12"	6" to 8"
100....\$ 7.00	\$ 4.50	\$ 3.00
200.... 10.00	7.00	5.00
500.... 18.00	10.00	8.00
1000.... 30.00	15.00	12.00

(Cultural directions sent with each order)

50 Giant Roots will Plant Three 50-foot Rows and supply plenty of Asparagus for the average family of four to six persons.

**CULTURAL DIRECTIONS** sent with each order, show the methods of Soil Preparation, Fertilization, Planting, Cultivation, Spraying, etc., as practiced by the best Jersey Growers; we think they will be helpful to you.

### MARKET GROWERS' PRICE LIST

##### SEED

(Extra Selected, State Tested—90 to 100% Germination)

SEED	RE-SELECTED SEED
1 lb. \$2.50 lb.	\$5.00 lb.
2 lbs. 2.40 lb.	4.80 lb.
3 lbs. 2.25 lb.	4.50 lb.
5 lbs. 2.00 lb.	4.00 lb.
10 lbs. 1.90 lb.	3.80 lb.
25 lbs. 1.75 lb.	3.50 lb.
50 lbs. 1.50 lb.	3.00 lb.

##### ONE YEAR OLD ROOTS (CROWNS)

GIANT SELECTION (2-yr.-old size)	PRIME SELECTION (Extra Large)	CHOICE SELECTION (Medium Size)
12" to 24" from crown to end of root system	8" to 12" from crown to end of root system	6" to 8" from crown to end of root system
(Weighing approx. 125 lbs. per thousand)	(Weighing approx. 60 lbs. per thousand)	(Weighing approx. 30 lbs. per thousand)
1000 \$30.00 per 1000	\$15.00 per 1000	\$12.00 per 1000
5000 28.00 per 1000	14.00 per 1000	10.00 per 1000
10000 25.00 per 1000	12.00 per 1000	8.60 per 1000

→→→ SMALL SIZE ROOTS—\$7.00 per 1000, any quantity. Send for samples; you'll be surprised ←←←

All prices f. o. b. Bridgeton, N. J. (Cultural Directions sent with each order.)

Special discount on larger quantities; prices on application.

P. S.—In referring to our various selections of Giant Washington Asparagus Roots, I make use of the phrase "weight per thousand roots" to designate the grade or quality of roots—in my opinion, this is the only proper way. You, as a buyer, can visualize your idea of a strictly first-class asparagus root, but your idea may not coincide with that of the grower or Seedsman. If the prospective purchaser were to buy his roots on a "weight per thousand" basis, there would not be so many misunderstandings and disappointments.

Therefore, may I suggest to any prospective purchaser of Asparagus Roots that Quality in Asparagus Roots should be judged on the "weight per thousand" basis.

JOS. C. SHOEMAKER.







# RIVERVIEW FARMS

JOSEPH C. SHOEMAKER

FRUIT, VEGETABLES, PLANTS, FRESH AND SALT HAY  
OPERATING FOUR THOUSAND ACRES

BRIDGETON, N. J., U. S. A.,

GIANT WASHINGTON ASPARAGUS  
Roots and Seed  
----

Thank you for your recent inquiry concerning our GIANT WASHINGTON ASPARAGUS Roots and Seed. We are pleased to enclose herewith descriptive literature and price-list (with order card attached).

GIANT WASHINGTON ASPARAGUS is a combination of Mary, Martha and other U. S. Govt. female plants, all bred to the male plant Washington. By rigid selection and reselection of Roots and Seed, and utmost care and attention in growing over a period of several years, we have produced a strain of Asparagus that retains all the excellent qualities of each of the above varieties; i.e., Gigantic Size, rust-resistance, tenderness, unexcelled flavor, beauty of stalks and foliage, etc. We have termed our superior strain, GIANT WASHINGTON.

Conceded to have the largest planting of Washington Asparagus in the U. S., we have built up a large business in supplying only the finest and largest Roots and Seeds for transplanting. This is our specialty. Our Giant Roots are especially desirable for the inexperienced grower, requiring but a minimum of care and attention. (Most of this has been done previously by us in our fields when growing and selecting the roots for our customers). GIANT WASHINGTON Roots and Seed can be grown easily by most anyone and in practically every soil and climate. We guarantee results.

An ideal planting is made by ordering both Seed and Roots, thus enabling you to cut some Asparagus from the Roots one year after planting, and also to grow some of your own one-year Giant Roots from seed, to be transplanted the following year. (This is a highly interesting procedure to one who likes to see things grow). Remember, a ONE-YEAR-OLD ROOT NOT ONLY ADAPTS ITSELF BETTER TO THE TRANSPLANTING than a two-year or three-year root, but also the YIELD FROM IT IS SUBSEQUENTLY MUCH GREATER. This is not mere theory, but an established fact. All foremost growers now plant nothing but the largest and thriftiest one-year-old roots.

Your order will be given our most careful attention. Full and complete Cultural Directions will be mailed you immediately upon receipt of same. We trust to be favored promptly. Thanking you and awaiting your instructions, we are

Very truly yours,

HWP/P.

RIVERVIEW FARMS

D. N. Shoemaker



The  
**PROOF**  
of the  
**ASPARAGUS**  
IS IN THE  
**GROWING**



## **Giant Washington Asparagus**

We are pleased to present to you the testimonials within. They are only a few of many and have not been especially selected except for location and climate.

**RIVERVIEW FARMS (Jos. C. Shoemaker) Bridgeton, N. J., U. S. A.**

## Alaska to the Canal Zone

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CHICHAGOFF, ALASKA, January 18, 1924.

The Riverview Farms, Bridgeton, N. J., U. S. A.

"Sirs: I take pleasure in reporting the wonderful results obtained from the Giant Washington Asparagus seed obtained from you last spring. I planted these seed the same day, in a cold frame, with a package of ordinary asparagus seed obtained from a well known and advertised seed firm of New York. I believe every seed from your stock germinated, while the seed from the other firm only germinated about six seeds. And these plants after the first month's growth looked so weak and sickly, alongside of the plants from your seed, that I pulled them up and threw them away. By September when we had our first frost your plants were 16 inches high, with strong and vigorous growth.

Yours truly

JOSEPH T. BAUER.

\* \* \*

MOOSE JAW, Sask., CANADA, Aug. 6, 1923.

Gents:

I was very well pleased with the packet of Giant Washington Asparagus Seed that I got from you this year.

I sowed the seed in flats in the greenhouse and then transplanted outside and have now over one hundred and thirty (130) strong plants and considering that the packet was only \$1.00 I could not be anything else but satisfied.

Yours for better Asparagus. JOE CRONE

\* \* \*

PORTLAND, Ore., July 23, '23.

Gents:

Seed of Giant Washington Asparagus was secured from you late in the season and really did not expect much from it, but the germination was excellent for it looks as though anticipation will be realized.

Yours Resp.

E. J. LADD.

\* \* \*

VALLEY CITY, N. Dak., Feb. 5, 1925.

Riverview Farms, Bridgeton, N. J.

Gentlemen:

You may book us for 5 pounds of Giant Washington Rust Resistant Asparagus similar to the kind you sent us a year ago this time. The seeds and plants we got of you a year ago are very fine indeed.

Yours very truly,

E. G. HILBORN.

\* \* \*

FLAGSTAFF, Arizona, July 20, 1923.

Gentlemen:

I note with interest the information you give in your letter of the 15th instant regarding Giant Washington Asparagus plants and seed. The plants I received from you last year give promise of being very satisfactory, and so far have developed much better than any other species that I have been experimenting with. I have no doubt but what I will have one of the choicest beds in this part of the country in due course of time. Your manner of doing business has been satisfactory to me. I will need some more plants next fall or spring and will order your variety.

With every good wish, I am

Yours very truly,  
T. A. RIODAN.

\* \* \*

LONG LINE RANCH, Glencoe, New Mexico.

Riverview Farms,

July 20, 1923.

Gentlemen:—

The asparagus seed I ordered from you this spring apparently germinated 100 per cent and is growing fine.

I am more than pleased with this result as it will enable me to plant the exact amount of ground I had figured on at our planting.

Cordially,

S. W. LAND.

## Alaska to the Canal Zone—Cont.

EL PASO, Texas., Feb. 16, 1924.

Gentlemen:

We got more and better asparagus from your 12 roots last year than from 200 bought locally.

Please find \$5.00 (P. O. order) and send me 50 roots by return mail. Respectfully, ANNA EKOLS.

\* \* \*

CRISTOBAL, CANAL ZONE, August 1, 1923.

Dear Sirs:—

We are pleased to be known as one of your satisfied customers as the Asparagus seed that we obtained from you came up very nicely and is growing well.

We are engaged in Agriculture under Tropical conditions and the raising of Asparagus as far as we know has never before been undertaken in this country and is therefore only an experiment on our part and we will be glad to inform you as to our success if you are interested.

Yours truly, OLIVER A. LAPOINTE.

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## California to Maine

LATON, Cal., July 24, 1923.

Gentlemen:

Last spring I received from you a number of Giant Washington Asparagus roots. I am glad to say that their growth has been phenomenal. Every root grew. The plants are now over three feet high with 13 to 16 stalks to the hill. Your advice regarding their cultivation has been of great benefit to me. Please accept my thanks for your many courtesies.

Yours truly,

DR. CHAS. W. HARDMAN.

\* \* \*

RIVERSIDE, Calif., July 31, 1923.

Gentlemen:—

In regard to Giant Washington Asparagus seed. I don't believe one could get a better stand of plants than mine. The plants are large and making a fine growth.

I am satisfied in every way and if in the market for any more seed will know where to get it.

Respectfully, E. A. KING.

\* \* \*

HARRISON, Sioux Co., Neb., Aug. 29, 1923.

You may include my name in your "List of satisfied customers" in your literature and I can assure you I was satisfied. Every seed of the Giant Washington Asparagus came up and is doing nicely, which is going some as we live in the semi-arid country.

Am more than pleased with your manner of doing business.

Respectfully, MRS. K. C. GILBERT.

\* \* \*

MARIE, Ark., Mar. 3, 1925.

Riverview Farms, Bridgeton, N. J.

Gentlemen:

Last Spring I received 50 Giant Asparagus Roots and they grew to a wonderful size. I can hardly wait for Spring time again so I can see what success I may have with them.

Do not have your prices on Pan-American Blackberry Plants. Wish to try some this season.

Yours truly,

MRS. O. M. HILL

\* \* \*

GOODLAND, Kans., July 25, 1923.

Riverview Farms,

Gentlemen:—

Early last spring I sent for 25 roots of your Giant Washington Asparagus and received 30 fine roots and set them as directed and have a fine bed, every root doing fine. I believe you are as I have always tried to be, on the square. Wishing you best of success, I am

Yours truly, FRED HUNT.



# GIANT WASHINGTON ASPARAGUS



## FACTS — FIGURES — PROFITS

Sale Price of this load in New York Market May 5, 1924—\$601.50. This load was not special—it was an average of the “Field Run” for the day, consisting of:

				Price per Crate	Sale Price	Grade Percentage
9	Crates	"Colossal Grade"	Giant Washington Asparagus @	... \$14.00	\$126.00	17%
24	"	"Extra Fancy Grade"	"	"	280.00	44%
17	"	"Fancy Grade"	"	" 9.50	161.50	32%
4	"	"Choice Grade"	"	" 8.50	34.00	7%
54	Crates				\$601.50	100%

Number of Crates—54 crates.

Average Price per pound—31c lb.

Weight of Asparagus—1944 lbs. net	Average Sale Price per Crate (of 1 dozen 3-lb. bunches) \$11.14.
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# RIVERVIEW FARMS, BRIDGETON (CUMBERLAND COUNTY) NEW JERSEY

## California to Maine—Cont.

ST. JOSEPH, Mo., July 1, 1923.

Riverview Farms, Bridgeton, N. J.

Gentlemen :—

In reply to your letter of July 15, am pleased to advise that all the Giant Washington Asparagus plants, which were planted this spring, came up and are growing beautifully. They are very vigorous and strong plants and look very promising. We shall follow your instructions and expect fine results.

Cordially yours, W. F. UHLMAN.

\* \* \*

RYAN, Iowa, July 21, 1923.

Riverview Farms, Bridgeton, N. J.

Dear Sirs:—

As regards asparagus roots, I purchased of you, I find 22 out of 24 have made a good healthy growth on their first year. My neighbor says that he planted asparagus roots 2 years ago without getting any growth, so I have reason to be satisfied.

Dr. M. C. CUMMINGS.

\* \* \*

MURRYSVILLE, Pa., Feb. 23, 1925.

Riverview Farms, Bridgeton, N. J.

Gentlemen:

A year ago you shipped me several hundred Washington Asparagus Plants. They came in pink of condition. As to size, quality and 'going' power I found them ideal. Any one failing on such plants must lack the knowledge or the place.

Yours very truly,

WILLIAM H. GALLAHER.

P. S.—Mr. Shoemaker: You may "tell the world."

NORTH NEWPORT, N. H., Feb. 23, 1925.

Riverview Farms, Bridgeton, N. J.

Dear Sir:

Out of the 450 Giant Washington Asparagus Roots bought of you last Spring, I don't think that more than six failed to live. I gave three of my neighbors some roots I had to spare and they report every one lived.

I expect to put out about a hundred or a hundred and fifty more plants this Spring.

Yours respectfully, EDWARD S. ARNOLD

\*\*\*

HOLYOKE, Mass., July 18, 1923.

Gentlemen :—

I have had very good results from the Giant Washington Asparagus Plants purchased from you last spring. Most of the plants have made a fine growth and are sending out large sturdy stalks. Some are more than one half inch in diameter. **A neighbor set out some plants of another variety at the same time I did and his plants are less than one third the size of mine.**

Very truly yours, WILLIAM E. TOWNE.

\* \* \*

DIXFIELD, Me., Feb. 25, 1925.

Riverview Farms,  
Bridgeton, N. J.

The 50 GIANT WASHINGTON asparagus plants that I purchased last spring, were the best I ever saw. Every plant lived and made a remarkable growth. I take pleasure in recommending your plants and guarantee a satisfied customer of all who buy them.

Sincerely, MRS. JOHN A. BABB

## Canada to Mexico

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NEWMARKET, Ont., CANADA, July 28, 1926.  
Riverview Farms, Bridgeton, N. J.

Dear Sir:

I purchased from you sometime ago one-year-old Giant Washington Asparagus Roots and Seed, which have both come along first-class; in fact, **I set out some two-year-old roots from another firm and they are not nearly as far advanced as your one-year-roots**, so I will not hesitate in recommending your plants and seed.

Yours truly, THOMAS COLLINS.

\* \* \*

GENOA, N. Y., May 25, 1926.  
Mr. Jos. C. Shoemaker, Bridgeton, N. J.

Dear Sir:

Enclosed find check for \$6.50 for 2 lbs. Giant Washington Asparagus Seed. I bought of you 3 years ago 5,000 roots and they are fine; **don't think I lost one**. What I have cut so far this season is extra fine and my customers call for it faster than I can cut it, at 25c and 30c per pound.

Yours truly, LOUIS SELLEN.

\* \* \*

BRISTOL, Conn., March 17, 1926.  
Riverview Farms, Bridgeton, N. J.  
Gentlemen:

Perhaps the best recommendation I can give your Giant Asparagus is the fact that **I have doubled the size of my bed this year and am ordering more Washington Asparagus Roots from you**. Your Giant Roots come up strongly and **free from rust** and but one out of fifty failed (no fault of the root, but an accident in planting).

Yours very truly, A. C. HITCHCOCK

\* \* \*

Route 3, CINCINNATI, Ohio, May 12, 1926.  
Riverview Farms, Bridgeton, N. J.  
Gentlemen:

The roots I got from you last Spring did fine; have cut a few of best stalks, some more than an inch in diameter, from 5 to 12 shoots to the plant. Have recommended it very highly to others.

Very respectfully, O. I. BIDDLE.

\* \* \*

SHIREMANSTOWN, Pa., March 3, 1926  
Jos. C. Shoemaker,  
Riverview Farms, Bridgeton, N. J.  
Dear Sir:

We have found the Giant Washington Asparagus Roots very satisfactory; the largest one-year-old roots we have ever planted. This is my **third planting** of this variety.

Yours respectfully, S. S. NEWCOMER.

\* \* \*

ROBBINSVILLE, N. J., R. F. D. 1, March 25, 1926  
Riverview Farms,  
H. W. Price, Sales Manager,  
Dear Sir:

Please find enclosed check for \$16.50 for 6 lbs. Giant Washington Asparagus Seed. The seed I purchased of you last year came up fine and I have the finest and largest roots for one year that I have ever grown—equal to most two year plants.

Yours very truly, ALBERT H. WEST

\* \* \*

CEDARVILLE, N. J., March 22, 1926.  
Riverview Farms, Bridgeton, N. J.  
Dear Sirs:

I have just dug some of my Asparagus Roots (\*) and I certainly was surprised to see the size of them. They are massive, **thrifty and healthy**; in short, **FIRST-CLASS** in every way. I am going to set out quite a lot of them for own use and sell some. I dug one root which I believe would run close to 30 inches in length, the rest would average 12 to 18 inches.

Yours very truly, WARREN DUFFIELD

\* These roots grown from our Giant Washington Asparagus Seed planted May, 1925.

## Canada to Mexico—Cont.

### PENDORFF'S WASHINGTON ASPARAGUS FARM

Fox Chase, PHILADELPHIA, Pa., Jan. 21, 1927.  
Mr. Jos. C. Shoemaker,  
Riverview Farms, Bridgeton, N. J.  
Dear Sir:

I bought asparagus roots from you three successive seasons, 1925-26-27—every one grew and turned out to be nice and high the first year, everyone that saw the asparagus patch said that I have a wonderful bed, and it tastes as good as it looks.

Had no trouble to sell it right from the house, come and see for yourself. I am very well pleased and have sent several different people down to your place for asparagus roots.

Yours very truly, WM. E. PENDORFF.

\* \* \*

BALTIMORE, Md., November 1, 1923.  
Riverview Farms, Bridgeton, N. J.  
Gentlemen:

Considering the lateness of my planting your Giant Washington Asparagus Roots, I am quite well satisfied; not only am I satisfied with the growth, but I was extremely satisfied with your treatment at the time I bought them from you.

I hope to have the pleasure of doing some more business with you at some future time.

Yours very truly, C. B. BAKER.

**Note:—Mr. Baker purchased 18,000 Giant Roots and 1 lb. Seed latter April, 1926.**

\* \* \*

MONASKON, Va., May 17, 1926.  
Riverview Farms, Bridgeton, N. J.  
Dear Sirs:

This is my third year growing your Giant Washington Asparagus Seed and each year have had wonderful results.

Yours truly, JOE I. DILLIN

\* \* \*

Woodlawn Farm, HOPKINSVILLE, KY.  
Feb. 26, 1925.  
Riverview Farms,  
Bridgeton, N. J.  
Dear Sir:

Last Spring I ordered from you fifty of your No. 1 Giant Washington Asparagus Roots and received fifty-two fine healthy roots. I prepared my ground and planted according to your directions and every root grew and thrived. The shoots sent up were so large and luscious that it was with difficulty that I refrained from beginning to cut. Many of the roots sent up from ten to fourteen thrifty stalks and I am looking forward with pleasure to the coming season.

A little later I expect to send you another order.

Yours truly,  
MRS. HOLLAND GARNETT.

\* \* \*

MONTGOMERY, Ala., Feb. 26, 1925.  
Riverview Farms, Bridgeton, N. J.  
Gentlemen:

Last year I purchased some of your Giant Washington asparagus roots, which were planted according to your directions and was very gratified to have them come up 100%. Of course no cuttings were made last season but I am anticipating an abundance of asparagus tips this Spring.

Wishing you much success, I am

Yours very truly,  
F. P. BOSWELL, M. D.

\* \* \*

FORT WORTH, Tex., July 19, 1923.  
Gentlemen:—

Early in this year I ordered from you some Giant Washington Asparagus roots and received them in due time. I want to say that they came through in fine shape and were placed in my garden and every root produced a good strong plant. We find them spreading and producing a nice bunch of new canes and it looks as tho we will be able to gather a nice crop next year. We are certainly pleased with them and if at any time we want to extend our supply of asparagus we certainly will come to you for this same plant.

Yours very truly, D. Van Gleson.



# THE COMMONWEALTH OF MASSACHUSETTS

Department of Education

MASSACHUSETTS AGRICULTURAL COLLEGE, Market Garden Field Station

Mr. Joseph C. Shoemaker,  
Riverview Farms, Bridgeton, N. J.

WALTHAM, May 28, 1926.

Dear Mr. Shoemaker:

I received the asparagus roots today and will plant them tomorrow morning after soaking them in water as you suggested.

I weighed the roots and found them to weigh 24 pounds per hundred which is a remarkable growth. Our selected roots weigh around 16 pounds per hundred. It seems from an examination of the scars on the crown that the plants were given every advantage to be able to make such a tremendous growth.

Thanking you again for your co-operation in the matter, I am

Very truly yours

VAT-M.

(signed) VICTOR A. TIEDJENS, Asst. Research Professor of Vegetable Gardening.

N. B.—The one-year-old Giant Roots mentioned in above letter were dug about the middle of April and, consequently, had been out of the ground six weeks or more and were therefore dried out. At the time they were dug, undoubtedly they would have weighed in excess of thirty pounds per hundred roots, or at the rate of 300 lbs. per thousand. Briefly, our Giant Washington Roots were almost twice as large as their largest. —Riverview Farms.

## MONTGOMERY COUNTY FARM BUREAU HILLSBORO, ILLINOIS

March 4, 1925

Riverview Farms,  
Bridgeton, New Jersey.

Gentlemen:

Last year I bought 1000 Washington Giant asparagus roots from you which were the finest roots I ever saw and they made good growth, at least ninety percent of them grew.

Think I shall want more this spring. Kindly send price list.

Yours truly,

R. E. GIFFORD,  
Secretary.

## Geo. E. Stocking Canning Factory ROCHELLE, ILLINOIS

March 5, 1925

Riverview Farms, Bridgeton, New Jersey.  
(Attention Mr. Joseph C. Shoemaker.)  
Dear Sirs:—

The spring of 1924 we purchased from your company two carloads consisting of one hundred and five thousand Giant Washington Asparagus Roots, each. Total shipment 210,000 Giant Washington Asparagus Roots. The roots arrived in first-class condition and were planted in our fields which we operate for canning purposes under the label of "Stocking's Fancy Natural Asparagus."

I have had the personal supervision of all planting since the evolution of our fields and will state that I have never seen a one year old asparagus root that would equal in size and vitality the ones we received from you and cannot recommend them too highly.

Any one considering planting asparagus on a scale large enough to require horse-drawn implements, I will state that it is very essential and economical to plant the largest and healthiest roots available as a smaller root necessitates slower and more painstaking cultivation which is a money loser from the standpoint of labor.

My letter of even date will substantiate our satisfaction in our dealings with your company in the past inasmuch as it approves the fifty samples you sent us to show the class of roots you would be able to furnish us on our contract for one hundred and fifty thousand for delivery in the spring of 1925.

Yours very truly,

JAMES L. WINSLOW,

JLW:AVW

Superintendent of Production

## SHALLCROSS BROS.

Grain, Fertilizers, Lime, Feed, Coal  
and Farming Implements

Middletown, Del., Jan. 21, 1924.

Riverview Farms,  
Bridgeton, N. J.

Gentlemen:—

You will recall that we bought 50,000 1-year old, No. 1 Washington asparagus roots from you last Spring, and this is to advise you that they were the finest lot of asparagus roots that we ever saw. We did not suppose it was possible to grow 1 year roots as large as these were.

Our field at the end of the Season looked like a three year old rather than a 1 year old field and the writer counted nineteen shoots that put up from one crown and any number of crowns that put up fifteen shoots or better.

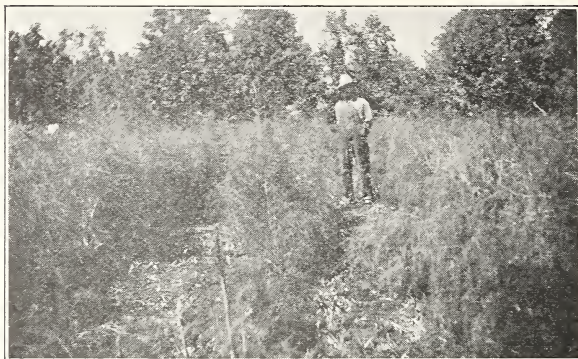
Yours truly,

SHALLCROSS BROTHERS,  
Per E. H. Shallcross.

## SATISFIED CUSTOMERS

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**A Customer's Planting Less than 4 months old.**  
(See E. G. Schafer's Testimonial letter below.)



FRANKLIN, GR., Ill., Sept. 23, 1926.  
Riverview Farms, Bridgeton, N. J.

Dear Sirs:

Enclosed you will find a snapshot of my asparagus grown from your one-year-old Giant Selected Roots, which I planted this Spring (May 1st). Picture was taken August 21st. This grass stands six feet and the roots proved almost 100%. Very few not growing. Some crowns have shot up 16 stalks. It looks like a mighty nice bed of grass to me.

From a satisfied customer,

(Signed) E. G. SCHAFER.

N. B.—Mr. Schafer's order was received by us at our farms April 21, 1926, just four months to the day before the above picture was taken.

\* \* \*

SOLHEM, KARLSHAMN, SWEDEN, July 28, 1923.  
To Riverview Farms:—

Our gardener, Nils Hansson, has just received your letter of July 15. He wants me to tell you that the Asparagus Roots you sent last spring arrived in perfect condition and are growing fine.

The seeds have come up about 3 inches and look fine too.

Very truly yours,

W. W. THOMAS

American Ex-Minister to Sweden

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We have supplied orders for our GIANT WASHINGTON ASPARAGUS SEED and ROOTS to practically every State in the Union, Alaska, Hawaiian Islands, nearly every Dominion in Canada, several foreign countries, including England, France, Switzerland, Sweden, China, Mexico, etc.

WASHINGTON ASPARAGUS is a particularly desirable plant because it will grow in almost every locality and climate, most kinds of soil, etc. IT IS RUST RESISTANT.

We would be pleased to fill your order which will be promptly acknowledged and carefully taken care of.

Complete Cultural Directions Free With Each Order.

# RIVERVIEW FARMS

(JOS. C. SHOEMAKER)

BRIDGETON, N. J., U. S. A.

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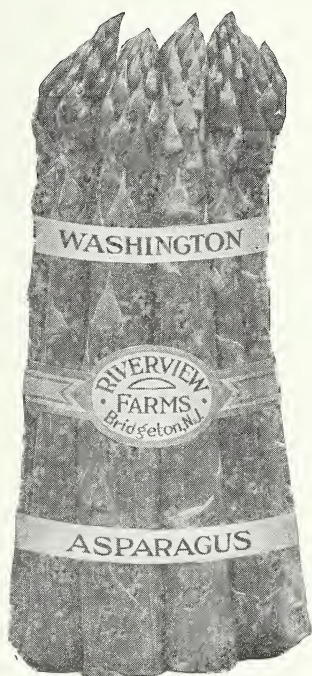
GIANT WASHINGTON ASPARAGUS SEEDS and ROOTS



62.57 1927

# Asparagus

*The King of  
Vegetables*



## GIANT WASHINGTON ASPARAGUS



RIVERVIEW FARMS

JOSEPH C. SHOEMAKER

BRIDGETON, N. J.,

U. S. A.

D. N. Shoemaker



**Home farm.** One of the Riverview Farms in apple blossom time. Mill Creek, a branch of the Cohansey River, in the foreground. The headquarters for 250 acres of specialized asparagus culture.

The Riverview Farms are a series of farms, lying about three miles South of Bridgeton, N. J., skirting the Cohansey River. The operation comprising 1000 acres, is under the active management of Jos. C. Shoemaker, the sole owner of the Farms.



(Front View—Planting Operation)  
Showing part of a 50-acre planting at  
Riverview Farms

1. **Marking Out.** Spacing the rows 6 ft. apart with horse drawn "marker." 2. **Trenching.** Two Fordson Tractors, tandem hitch, pulling heavy asparagus trencher or "middle buster" This plow will open a trench 12 in. wide and 12 in. deep in one operation. See our Cultural Directions for proper depth to trench your soil. 3. **Setting Roots.** Wagon loaded with Giant Roots. Boys drop roots in the bottom of the trench, other boys place the roots 18 in. apart in the trench, making sure that the crowns are right side up and spreading the roots fan fashion. 4. **Covering Roots.** Men with heavy hoes covering the roots with about 2 in. of dirt. 5. **Fertilizing.** Team drawing bone "drill"; sowing raw bone meal down the trenches directly on top of the soil-covered roots. Fertilizer is applied later. See our Cultural Directions for proper time and method of applying fertilizer without danger of burning or killing the roots.



(Rear View—Planting Operation)

Riverview Farms, Bridgeton, N. J., U. S. A.

## **Two thousand years ago.**

Asparagus is one of the oldest vegetables, and has been enjoyed widely for over two thousand years. The ancient Greeks first became acquainted with it when they came in contact with their Asiatic neighbors. The Romans obtained it from the Greeks and specialized in its growth for centuries. But from their time until the delicious, delectable Washington variety was produced, practically no improvement was made in varieties of asparagus.

But in those days asparagus was a luxury to be enjoyed by the wealthy. Now, however, Government and private research and breeding have placed this valuable vegetable within the reach of all.

## **Health Value.**

Everybody enjoys asparagus and its distinctive, delightful flavor. It can be eaten in countless ways. Hot, cold, as a vegetable, as a soup or salad. It should form part of the diet of everyone throughout the season, not only because of its pleasing taste but also because it is a health builder.

Asparagus stimulates secretions, literally makes your mouth water. It is an appetizer and aids digestion. Its action on the kidneys and valuable diuretic properties are well known to the medical profession. It is one of the very best of the bulk vegetables that act as sweepers in the intestines. It forms firm muscles—it contains iron. It makes strong bones—it contains lime. It is rich in vitamins and so forms a wonderful energizer.

But there is one thing to be remembered—asparagus that is not fresh loses a large proportion of its valuable elements when it is cooked. For this reason alone, aside from matters of economy, of convenience, of beautifying the garden and the home, an asparagus bed should be a part of every well planned home garden.

## **The Asparagus Bed**

An asparagus bed is a permanent investment. For that reason the most important thing for you to decide, while you are planning it, is the VARIETY. Next, is the AGE of ROOTS; and third, but of scarcely less importance, is the SIZE of ROOTS that you are going to put in. For on these three things will depend the relative success of your efforts.

## **The Variety**

Washington Asparagus is the outcome of 15 years' research by the U. S. Dept. of Agriculture; it is disease (rust) resistant. The Riverview Farms strain of Giant Washington Asparagus is a combination of the female plants, Mary and Martha, together with other selected female plants that have been approved by the U. S. Dept. of Agriculture; all bred to the male plant, Washington. For several years we have been selecting and reselecting the very best seedlings for our own plantings, so that today we are growing a super-



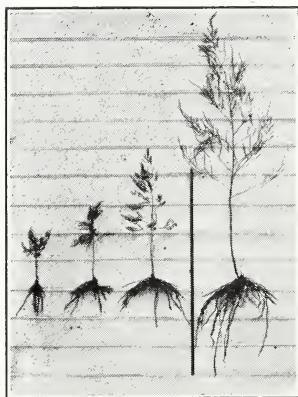
**Asparagus Field Six Weeks Old**

Showing trenches half filled in—plants 24 in. to 36 in. high.



**Asparagus Field Six Months Old**

Showing trenches filled in and plants 5 ft. to 6 ft. high. Also showing the growth you may expect to have at the end of the first growing year, provided the planting has been made with Giant Roots. This particular field was set in May 1923 and the top grade of Giant Washington Asparagus cut from it the following year (May, 1924) sold in the New York market for \$12.00 per dozen bunches. Giant Roots set this year will insure you a cash return next year.



#### **Giant Roots**

Showing the importance of quality in asparagus roots. The one on the right represents our one year old Giant Roots. It produced a plant four feet high in less than six weeks from time of setting. It never pays to plant roots like the one on the left. A 3 ft. rule is used to show comparative heights of No. 1 (Giant); No. 2, (Prime); No. 3, (Choice) and "Cull" roots—they are all one year old. "Cull" roots are worthless.

"Cull" Choice Prime Giant  
No. 3 No. 2 No. 1.

**Riverview Farms, Bridgeton, N. J., U. S. A.**



strain that is far superior to many of the other Washington Strains—it is so “rust resistant,” so strong and vigorous and it produces such a profusion of giant stalks that we call it GIANT WASHINGTON ASPARAGUS. In our own fields many plants at two years of age attain a height of nine feet. It makes the highest yields of fancy asparagus. And what asparagus it produces! Giant stalks from one to two inches thick. Green, purple tinted shoots, so tender that they seem to melt in your mouth. Asparagus that grows to at least ten inches before branching, and which has the most succulent, delightful nut-like flavor. Asparagus that always brings a premium price in market over the ordinary varieties. \$14.00 per dozen bunches wholesale (\$1.50 to \$2.00 per bunch retail) is not an uncommon price for our fancy grades.

## **The Rust Resistant Variety of Giant Washington Asparagus**

Many have been deterred from planting an asparagus bed for fear of asparagus rust. Introduced in this country in 1895, this disease ravaged terribly all asparagus plantings throughout the country and many ceased to fight a seemingly hopeless battle. Then Washington Asparagus was evolved. It is not only rust resistant but it gives such high yields, it is so easy to grow and it produces asparagus of such appearance and quality that growers and gardeners all over the country have adopted the Washington Variety almost to the exclusion of other kinds. Washington Asparagus is more particularly described in “U. S. Circular No. 7, Washington Asparagus” published by U. S. Dept. of Agriculture, Bureau of Plant Industry, Washington, D. C.

## **One Year Roots**

Commercial Growers and Plant Specialists have proved that plantings with one year old roots do better and yield better than with two or three year old roots. A one year root is better able to withstand the shock of transplanting, it starts off quicker, it establishes itself quicker and better—it is sure to live. An asparagus bed planted with one year roots will always yield better asparagus and more of it than a bed planted with two or three year old roots. These are proven facts—do not be deluded into planting two or three year old roots and later regret it.

## **Giant Roots.**

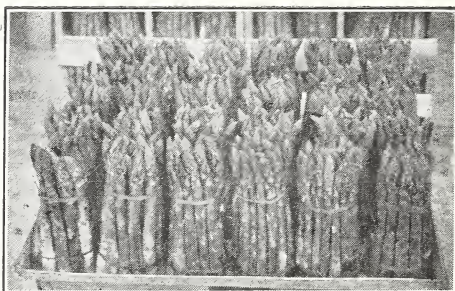
Carefully recorded experiments, over a period of years, prove that it pays best to plant the very largest and most vigorous roots, those that have well developed crowns and well developed root systems. Our Giant Roots are carefully selected one year old roots, with well developed crowns and a root system ranging from 10 to 24 inches from crown to tip of root system. They produce fancy asparagus and more of it.





**A Very Fine Field of "Grass"**

Giant Washington Asparagus 2 years and 5 months old from a planting of our Giant Roots made in May 1921. This field was cut 8 weeks (a full cutting period) in 1923, from May 1st to July 1st inclusive. The average sale price of the entire crop for the Season was \$6.13 per dozen bunches delivered to the New York, Philadelphia and Boston Markets. Many plants are over 9 ft. tall.



A typical tray of Giant Washington Asparagus. Note the uniformity and giant size.



Seedlings five feet high—grown from seed in five and a half months.

Top growth up to standard and root system well developed. 75% of these seedlings classed as Giant Roots, averaging well over 12 inches and many of them ranging between 24 inches and 36 inches from crown to tip of root system.

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**Riverview Farms, Bridgeton, N. J., U. S. A.**





#### **A Small Load of Giant Washington Asparagus**

A small load but high in price—one Ford truckload of 54 crates (one dozen 3-lb. bunches to the crate) sold in New York Market on May 5, 1924, for \$601.50, or an average price of \$11.14 per crate. The high price was \$14.00 per crate, the low price was \$8.50 per crate. This was an average load, graded to 4 sizes, as is our custom; viz, (No. 1 or Colossal Grade, No. 2 or Extra Fancy Grade, No. 3 or Fancy Grade and No. 4 or Choice Grade.) The weight of the "grass" was 1944 lbs. net, or at the rate of about 31c lb.



#### **A Fine Stalk of Giant Washington Asparagus**

This stalk is  $1\frac{1}{2}$  in. in diameter and  $9\frac{1}{2}$  in. long. Ten stalks like this make a 3 lb. bunch. Wholesale price of this Grade in May 1924 was  $12\frac{1}{2}$ c per stalk in the New York Market.

#### **YIELD:**

A garden planting of 50 Giant Roots should give an average production of 12 to 15 stalks or a 3 pound bunch, every day of the cutting season.

A field planting four years old from the time of setting roots (set 18 inches apart in rows and the rows 6 feet apart) should yield  $2\frac{1}{2}$  dozen 3-lb bunches per acre per day, for a cutting period of 60 to 75 days. If planted 18 inches apart in the rows and the rows 9 feet apart (as is frequently the case in California where tractor cultivation and surface irrigation is practiced) two dozen bunches per acre per day would be a good yield. If set 18 inches apart in rows and the rows  $4\frac{1}{2}$  feet apart the production should be nearly 4 dozen bunches per acre per day. Due to the habit of the crowns raising nearer to the surface of the ground each year, it is obvious that a planting made with rows  $4\frac{1}{2}$  feet apart will "run out" sooner than one set with rows 6 feet or 9 feet apart. In New Jersey the majority of planters set rows either 5 feet or 6 feet apart.

The usual cutting period in New Jersey is 70 days; in California 90 days; in New England 50 to 60 days. Sections where the summer is long permit of a long cutting period; where the summers are short a shorter cutting period must be practiced.

### **Giant Roots are time savers and money savers.**

The commercial grower ordinarily would not think of cutting his bed under 3 years. By planting our one year Giant Roots this year you can safely cut Washington Asparagus 2 to 4 weeks next year and the returns will more than cover the cultivation costs for the entire year. In succeeding years these Giant Roots can be

safely cut for the entire cutting period of 8 weeks. You can save from 2 to 3 years' time and approximately \$300.00 per acre by planting these Giant Roots.

### **Selected Seed.**

Our Giant Washington Asparagus Seed is selected only from mature plants grown from our Giant Roots; modern machinery is used to prepare it and separate the small and non-viable seeds; consequently it is of high germination. By the most careful selection, we maintain the quality of our Giant Washington Asparagus.

Our Giant Washington Asparagus Seed will produce Giant Roots within six months from the time seed is planted.

To growers who want to get the maximum number of Giant Roots per pound of Seed we recommend our Re-Selected Seed.

### **Re-Selected Seed.**

This Seed is selected especially for size and vigor. Only the largest seeds and those containing the greatest vitality (The Largest Seeds Selected from the Largest Stalks) are included in shipments of Re-Selected Seed. We plant only Re-Selected Seed in our own Fields.

### **Two Hundred and Fifty Acres of Giant Washington Asparagus**

At Riverview Farms two hundred and fifty acres are devoted to the exclusive culture of Giant Washington Asparagus—said to be the largest and best planting of Washington Asparagus in the United States

### **Garden Plantings.**

Fifty of our Giant Roots, if well cared for, will provide the average family with an abundant table supply throughout the entire cutting season. It will last from 16 to 20 years, when it should be renewed. It is easily put in and the care it requires can be given by any amateur gardener. Fifty Giant Roots will set a row 150 ft. long (or 3 rows, each 50 ft. long) when spaced 3 ft. apart in the row, as recommended in our Cultural Directions for Garden plantings. For those who wish to grow their own roots we have provided convenient sized Seed Packets—each Seed Packet contains a liberal quantity of Specially Re-Selected Seeds, and if our Cultural Directions are followed out, should furnish enough Giant Roots for several large family gardens.

### **Commercial Plantings.**

A five or ten acre planting is recommended for the average commercial grower—five acres if he intends to care for it with his own help—ten acres if he hires an extra family to care for the cutting and bunching during the cutting period, which is of about eight weeks' duration. Six persons should be able to cut and bunch the product of a ten acre planting. It requires 5000 roots to plant one acre to asparagus, when plants are set 18 inches apart in the row, and rows 6 feet apart, as recommended in our Cultural Directions for Commercial Plantings.

Five pounds of our seed sown on one acre, in accordance with our Cultural Directions, should produce from 35,000 to 40,000 Giant Roots and setting 5000 roots per acre should plant 7 to 8 acres of Giant Washington Asparagus.

### **Soil and Climate.**

Washington Asparagus will grow on any well drained soil, and adapts itself to almost any climatic conditions. We have good reports on our last year's seeds and roots from Alaska to the Canal Zone. It delights in a rich sandy soil, which preferably should be free from stones. Stones are likely to cause crooked stalks and dull the knives of the cutters.

### **Blanched or Green Asparagus.**

Both blanched and green asparagus can be grown from Washington Roots, the difference being largely one of cultural method. Washington is naturally a Green Asparagus but by "ridging" up the soil so as to cover the stalks, blanched (white) asparagus can be produced.

### **Guarantee.**

We absolutely guarantee that our Washington Seeds and Roots are true to name. No other variety of asparagus is grown on our Farms, and therefore it is impossible for it to become mixed with some other variety.

### **References:**

We refer you to Dun's or Bradstreet's Commercial Agencies. The Bridgeton National Bank or any other bank in Bridgeton, N. J., will vouch for our financial responsibility, integrity and moral standing.

### **Cultural Directions**

The most complete Cultural Directions, with information on planting, fertilizing, cultivating, etc., are sent free with each order. Washington Asparagus is very much easier to grow than most garden or field crops. Our Cultural Directions cover everything you need to know in order to produce a fine bed of asparagus, whether it be 100 feet long or 100 acres in extent.

### **When to Plant.**

Spring plantings of either Seed or Roots may be made from March 15th to May 15th; (in New Jersey—other sections accordingly) but the earlier the better. Fall plantings of Roots (not Seed) may be made in November or December.

### **Prices.**

Upon request we will be glad to send you our latest Price List on both Seeds and Roots of our Giant Washington Asparagus.

### **When Orders can be Shipped.**

Seed orders are usually shipped a few days after order is received. Root orders for Spring plantings are shipped at the usual digging time, just as soon as the frost comes out of the ground in the Spring, which is usually in March and April. We do not advocate shipping Roots after May 15th. For Fall plantings roots are shipped during Nov. and Dec.





**Stalks 2 inches in diameter—8 stalks to the bunch. Sale Price—\$15.00 per dozen bunches in the New York Market in May 1924.**

Start with Giant One-Year Roots, follow carefully our Cultural Directions and you, too, can grow Giant Washington Asparagus—Stalks 2 inches in diameter, 8 stalks to the bunch. Ordinary Asparagus means nothing. Giant Washington Asparagus means real profits and real satisfaction.



**Mr. Shoemaker and some of his Giant "Grass"**

#### **Acknowledgment of Moneys and Orders.**

Where delays in the prompt shipment of orders are unavoidable, as in the case of "Roots" or for any unforeseen reasons, a receipt will be promptly mailed, acknowledging your remittance and order, and an approximate delivery date will be stated. We advise placing orders early.

#### **Visitors Welcome.**

We extend to you a cordial invitation to come and visit Riverview Farms which are now known the world over as "The Washington Asparagus Farms." An exchange of ideas will undoubtedly be of mutual benefit.

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**Riverview Farms, Bridgeton, N. J., U. S. A.**

# GIANT WASHINGTON ASPARAGUS

## FACTS

MORE  
FACTS  
—  
MORE

## FIGURES

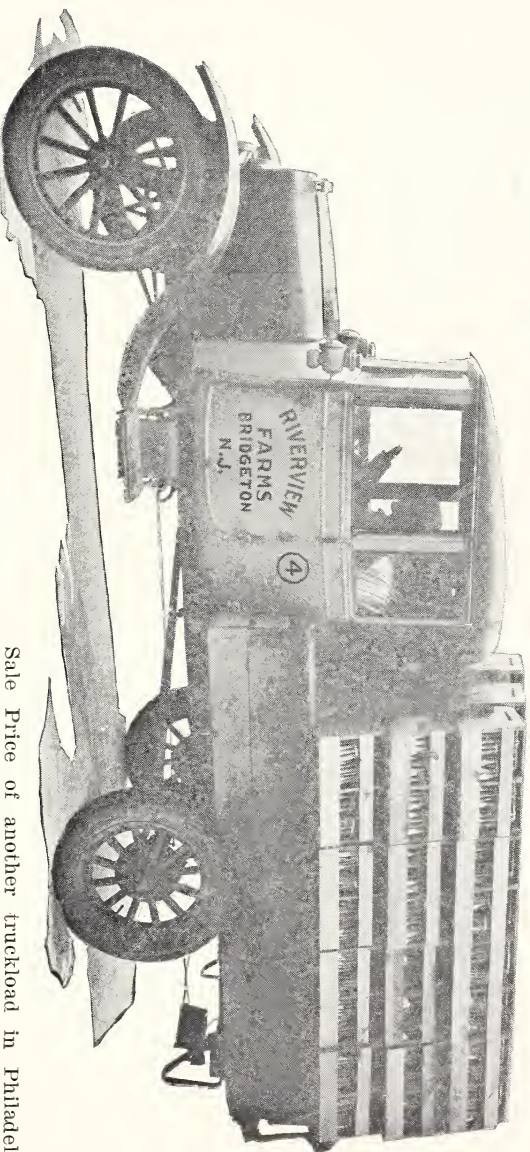
FIGURES

## PROFITS

—  
MORE  
PROFITS  
—

1924

1927



Sale Price of this load in New York Market May 5, 1924—\$601.50. This load was not special—it was an average of the "Field Run" for the day, consisting of:

	Price per Crate	Sale Price	Grade Percentage
9 Crates "Colossal Grade" .....	\$14.00	\$126.00	17%
24 Crates "Extra Fancy Grade" .....	11.66	280.00	44%
17 Crates "Fancy Grade" .....	9.50	161.50	32%
4 Crates "Choice Grade" .....	8.50	34.00	7%
54 Crates		\$601.50	100%
Number of Crates—54 crates		Weight of Asparagus—1944 lbs. net	
Average Price per pound—31c lb.			
Average Sale Price per Crate for 1 dozen 3-lb bunches \$11.14			

Sale Price of another truckload in Philadelphia Market April 25, 1927—\$324.00. Average "Field Run" for the day, consisting of:

** No	"Colossal Grade" **	Price per Crate	Sale Price	Grade Percentage
16 Crates "Extra Fancy Grade" .....		\$9.00	\$144.00	38%
24 Crates "Fancy Grade" .....		7.00	168.00	57%
2 Crates "Choice Grade" .....		6.00	12.00	05%
42 Crates			\$324.00	100%

Number of Crates—42 crates  
Weight of Asparagus—1512 lbs. net.  
Average Price per pound—21c lb.  
Average Sale Price per Crate (of 1 doz. 3-lb. bunches) \$7.70  
\*At time this shipment was made (April 25, 1927) season was yet too early for production of Extra Heavy or our "Colossal Grade" of Asparagus.

RIVERVIEW FARMS, BRIDGETON (CUMBERLAND COUNTY) NEW JERSEY

